

Park Board Minutes  
January 20, 2015

Members Present: Jamie Whiteis, Larry Wilson, Julie Wolfe, Mica Farley, Wes Stoner, and Bob Simmons

Members Absent: Candy Sullinger and Gabe Miller

Staff Present: Cindy Shook, Jason Reinsch and Marsha Fulton

The meeting was called to order. Larry Wilson made a motion to approve the Park Board minutes from November 18, 2014. Micah Farley seconded the motion. All were in favor.

Business:

1. The first item on the agenda was the financial update dated November 30, 2014. Cindy reviewed the report and asked if there were any questions. Larry Wilson asked if the \$22,000 expenses in swim team was mostly due to coach expenses. Cindy said yes as well as a percentage of the full-time person's salary that oversees the program. Larry remarked how traveling baseball teams have to cover their own expenses without the city paying for it. Cindy agreed but pointed out that while there is an abundance of traveling baseball teams, that is not the case with swimming and without the city program, there is a good chance that there not be a swim team offered to local kids. Cindy continued with the financials review by explaining that swim team revenues were down in 2014 due to less attendance at swim meets. She explained that the Tri-Lakes Conference requires all participants to attend three swim meets during the summer swim season. Branson hosted a swim meet on July 5 last year as well as a dual meet with Siloam Springs the next day and Branson Waves members were allowed to count this as two meets. Cindy commented that in hind sight, this was a mistake and effected our revenue adversely. Larry stated that since coaches are being paid, he felt like this program should have a higher fee and be more sustainable than other youth programs. Cindy agreed and stated that she will take a closer look at the financial projections for 2015 and survey registration fees for area swim teams, but added that it is difficult to compare programs because the majority of the other teams have year around programs and ours is seasonal. Jamie inquired about the adult softball program and Cindy explained that it was a program that they continue to make adjustments in. She reminded the board that they have restructured the adult softball program by shortening the season to eight weeks and lowering the entry fee, which will hopefully stimulate interest from new teams to join. Additionally Cindy shared with the board that the fees for pool season passes had also been lowered for the first person in the family and subsequently raised for the additional family members, and this too was being done to drive additional season pass sales to those one and two person households.

2. The next item on the agenda was a review of tournament attendance and estimated economic impact for 2014. Jason reviewed the report and noted that the number of teams involved jumped significantly during the summer, including a June tournament that had over one hundred teams participate. Jason directed the board's attention to the bottom totals, noting that nearly 15,000 athletes and 36,500 spectators for a total of 51,500 attendants visited 40 Branson tournaments in 2014. Jason explained that the economic impact was derived by calculating the attendants by the total number of tournament days multiplied by \$70 per day per person spending to reach an estimated economic impact of \$13.3 million in 2014. Cindy added that this total was a \$3 million increase from 2013. Mica inquired as to where the spending per day rate came from and Cindy responded that is the rate that the Chamber has used in the past. Jamie asked what the tournaments in bold lettering indicated. Cindy explained that those tournaments are World Series events and

have required a longer stay, up to seven days. Jason closed this item by noting that the FASA tournament held in late July and early August had included teams from as far away as Arizona and Utah.

3. The next item on the agenda was the Special Events and Tournament Schedule for 2015. Cindy explained that the tournaments that were highlighted in yellow are new events for 2015, including the Hoop Play basketball tournaments in which several are planned from March through August. Jason explained that the Hoop Play program wanted to be able to incorporate the community into their tournament schedules, and that they do so by scheduling the games for the teams either in the mornings or the afternoons. By doing their schedules this way it allowed the players and their family's time to experience the area and what it has to offer. Cindy stated that they ran a successful program in Arkansas and hoped that success would continue in Branson. Jamie inquired about the HOA volleyball events. Cindy explained that HOA stood for Heartland of America and that these event are for girls ages 11-17 and are hosted by Larry Dapprich of the Branson Sports Club, who used our facility as well. Wes commented that he was familiar with it that his daughter played in HOA and it is based out of Kansas City. Wes went on to say that it was nice that they could play locally and not have to do quite as much traveling.

4. The next agenda item was a review of Ozarks Coca-Cola Dr. Pepper Bottling contract for 2015. Cindy explained that this is a new five year contract that was recently rebid as the old contract had expired. Cindy explained that the old contract was originally bid in 2005 when the RecPlex was under construction and was for 10 years. Cindy asked Jason to explain the two bids that had been submitted and why this one had been chosen. Jason explained that both Pepsi and Coke had submitted bids for vending operations to provide soda, water and power drinks for resale at the RecPlex concessions. A cost analysis was completed over the proposed five years of the contact, taking into account both costs and revenues. Each companies cost per case was evaluated for each year (2015-2019) with a 4% yearly increase in case cost per proposal. Revenues were calculated based on the number of cases that the RecPlex sold in 2013. The revenues accounted for a case rebate, vending percentage rebate and additional sponsorships. Final analysis was completed by subtracting revenue from the overall cost of purchasing the product for resale at the concessions. Jason stated that after the calculations were complete, Coke's offer was better and over the course of 5 years, we will spend \$12,000 less with Coke to purchase the product for resale. Bob Simmons asked what the % of price increase was in comparison to the prior contract. Cindy stated that previously it had been a maximum increase of 3% per year and the new contract had that cap at 4%, which was the same with both Coke and Pepsi. Bob Simmons then asked if there was any wording in the contract in regards to Coke's screening practices of their employees. Cindy stated no but we could look at adding it in the future and she could also check with Coke to see what their practices are. Jamie Whiteis asked if there was a motion to accept the contract. Julie Wolfe made a motion to accept. Wes Stoner seconded the motion. All were in favor.

5. The next item on the agenda was the proposed changes to the scholarship program for 2015. Cindy reminded the board that in 2014 they had agreed to adopt a three step change to the previous scholarship program. Phase one had been to place household limits on the dollar amount of scholarships available to each household based upon the number of children in the home. Phase two, which she is presenting today, is to require proof of need. Cindy went on to explain that after researching how other parks departments administer this program, they are most commonly tied to inclusion into the free or reduced lunch program for the school districts. By doing it this way, it is less invasive and does not require guests to bring in tax statements or proof of income. Jason explained that after talking to all the local schools, he learned that they provide letters or e-mails to

the families that qualify for the state program. A copy could then be provided to the front desk staff for verification. Cindy added that this change, if passed, would go into effect for the spring soccer program. Cindy added that after visiting with Brenda Romine at Branson schools she learned that 67% of their school currently qualified for the program. Julie stated that it appeared that they had done the required research. Jason stated that this was not intended to lower the number of scholarships but rather make sure the scholarships were going to people in need. Cindy then explained that the third phase of the scholarship would be to establish a funding source for the scholarship and possibly expand the use of scholarships into other programs. Mica asked if the patrons would have to provide proof every time they register and Cindy stated that we would keep a copy of the letter on file attached to the scholarship form. Additionally, the families would apply and requalify each school year so that would be when we would require new proof of qualification. Jamie asked if there was a motion to accept phase two of the scholarship program. Mica made a motion to accept phase two of the scholarship program. Julie seconded the motion. All were in favor.

6. The next item on the agenda was the Park Board report to the Board of Alderman meeting scheduled for March 24. Cindy opened this item by reminding the board that the Mayor had been interested in have a joint meetings with all the volunteers boards in 2015, including the Park Board, and she has asked that the Park Board attend the March 24 meeting and give a presentation to highlight 2014 and upcoming plans for 2015 and future priorities. Cindy shared with the board that after consulting with Candy Sullinger, she had asked board member Gabe Miller to give the presentation and he had agreed. Cindy then stated that she would like for the park board members to come to the February meeting with their list of priorities for the parks for the presentation. Bob Simmons shared with the board details of the park that he had recently toured in Austin Texas during his recent League of Cities conference and that it had opened his eyes to the many possibilities for the parks here.

7. The next item on the agenda was a Parks and Recreation Update. With no comments the board moved on to member's reports.

#### Member's Reports

There were no member's reports.

Larry Wilson made a motion to adjourn. Julie Wolfe seconded the motion.

Meeting adjourned 6:30pm